



The lines will be muted...

To ask a question during the presentation, simply submit your question using the GoToWebinar program on your desktop.

*You can use your computer
or dial the number on your
panel to listen*

If you lose your connection—

Webinar ID 861-913-635

www.Gotowebinar.com

For any other questions, please email us at

success@hershgroup.com during or after webinar

Minimize Control Panel

**You can use
your
computer or
dial the
number on
the panel to
listen**

How to ask a question



For any other questions, please email us at
success@hershgroup.com during or after webinar



Maximum Sphere Marketing

***—Identify, Grow
& Deliver Value
To Your Sphere***

Dave Hershman

OriginationPro

**A Certified
Mortgage Advisor
Webinar**

Certified Mortgage Advisor™

Dave Hershman

Top Industry Author and Speaker



- Produced almost 600 transactions in his first 18 months in the industry—including closing 60 in his 12th month
- Run sales forces for large production and technology organizations
- Authored seven books and hundreds of articles in the areas of finance, management, sales & marketing.
- Helped found a Federal Bank, serving as Director
- Been a keynote speaker at hundreds of industry events
- SVP Sales Weichert Financial

OriginationPro.com

Our Goals Today

- Increase your referrals
- Decrease your reliance on cold calling or purchasing leads
- Understand the importance your sphere
- Understand the make-up of your sphere
- Setting up a marketing plan based upon delivering value to your sphere

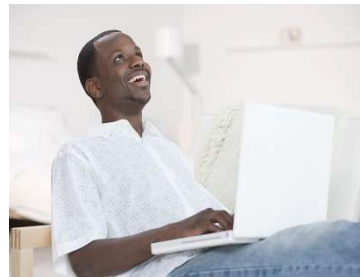
**Feel Free
to Ask
Questions**



Welcome Trial Members of the OriginationPro Marketing System & Mortgage School Students

- Trial members have access to the Complete OriginationPro Marketing System
- Email success@hershgroup.com for a tour or if you did not get a Password and User Id.
- If you have not signed up for the 14-Day Free Trial (www.OriginationPro.com)
- We will not go over this system today as we have many guests with us today who are not in the mortgage finance industry—you will get a follow email.

This is a Commercial FREE Program



Why Sphere Marketing Is Important

Concept #1

In short—the most important marketing concept—

- Top producers get their business by referral
- Their referrals come from their sphere
- The larger your sphere and the more value you deliver to your sphere, the more referrals you will get.

REFERRALS

Concept #2

Your sphere is more than a database....

It is a compendium of your life

Your skills....relationships....

experiences....interests....strengths....

your background....

and even your short-comings

OPEN YOUR EYES...
CHANGE THE WAY YOU THINK!

Concept #3

Which is more effective?

Buying leads or advertising

- Expensive
- Cold calls

Generating referrals from your sphere

- Inexpensive
- Warm Calls



Concept 3A -- Are you new?

We tell new people—you can't go the referral route.
This message is FALSE because everyone has a sphere!
Because, everyone has a life...Hiring Tip!

Concept #4

Sphere Marketing
Applies
To Loan Officers &
Realtors

And All Business
People as well --
CPAs, Insurance
Agents & More

It even
applies
to the
recruiting
process

Concept #5

This is not about badgering
your friends and family
about buying homes
or something else.



*It is about leveraging
relationships & telling
people how to help you.*

The Ultimate Message

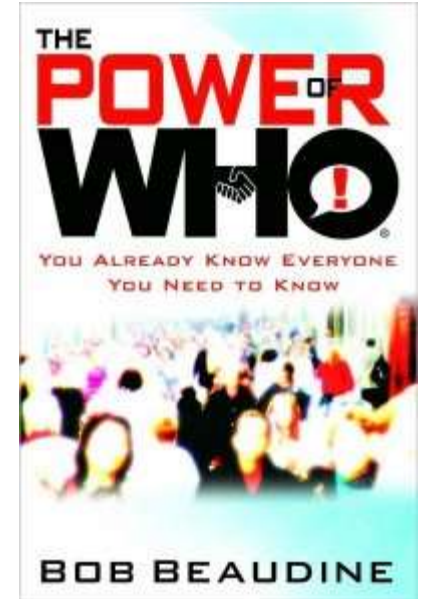
Story made famous by Russell Conwell,
founder of Temple University

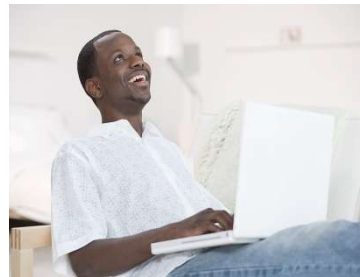
Acres of Diamonds

Rich farmer with a great life and beautiful
family quits his life in search of diamonds.

He never finds them
—but what happens back at the farm?

Are you sending emails or postcards to those you
don't know, while ignoring your personal sphere?

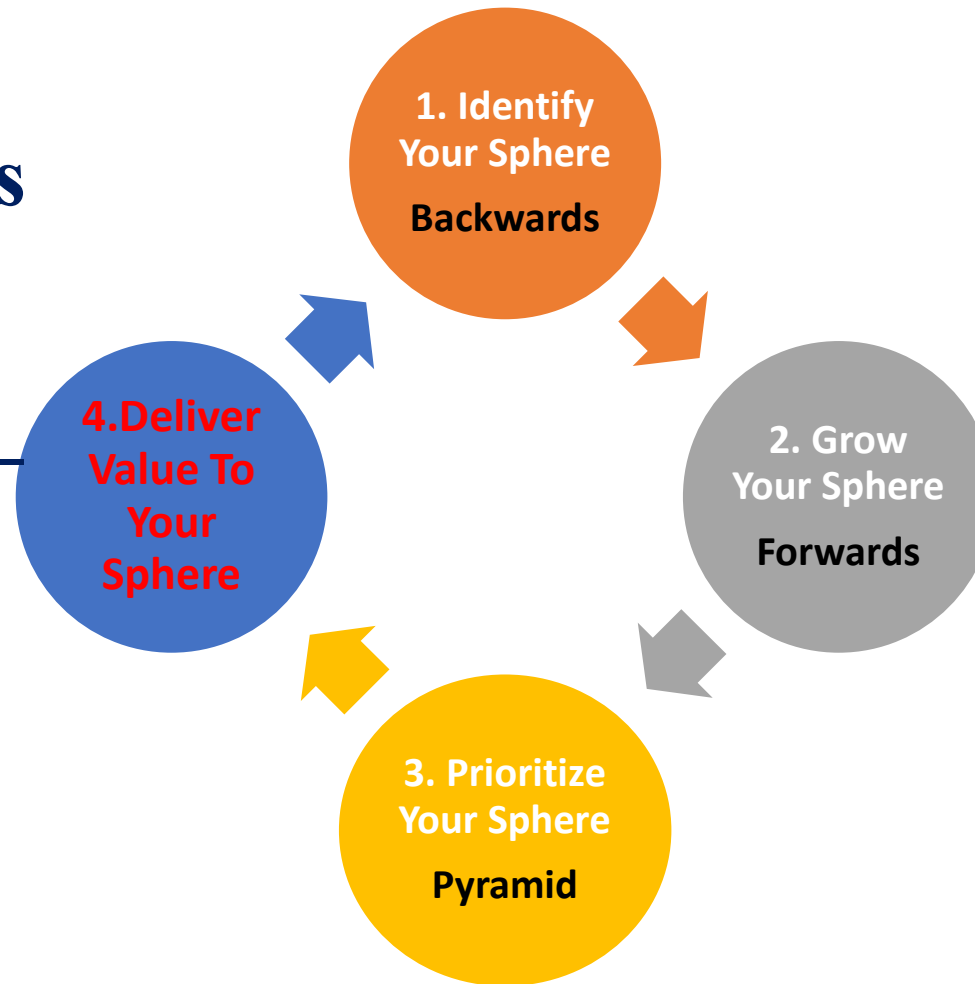




The
Marketing
Plan--
You Have Always
Been Told....

Sphere Marketing Plan

First let's
take a
look at
the plan—
**Four
Simple
Steps**

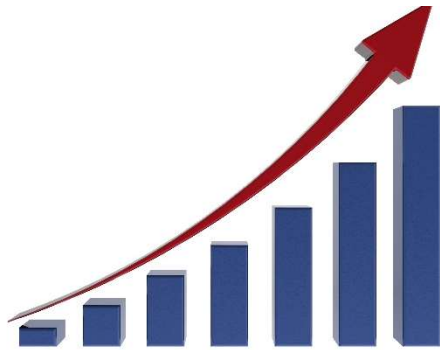


*The goal?
From 300
to 3,000+*

*Today we
focus on
step one*

Let's Not Confuse Simple With Easy!

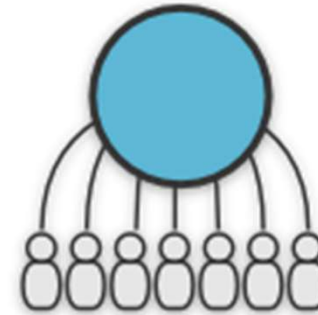
Step 1: Identify Your Sphere



- This is the most important step and our focus today.
- Go back to go forward
 - Most marketing “gurus” —never look back and cull your database. Never remove contacts from your database!
 - You have left behind more than you currently have in your database: guaranteed!
 - *It is never too late to do what is right....ML King Jr.*
- The goal is to move from....
300 to 1,000 to 10,000 –
and not from purchasing a list

Where Does The Data Come From?

- You have databases all around you.
- Electronic: Outlook contacts, personal email, smartphone, Facebook, Linkedin, old Act database, Excel spreadsheets, your LOS system.
- Paper: business cards, old prospect lists, old calendars, even old files.
- Centralization of data is imperative. It is **impossible to market effectively with data in ten places.**



The Social Media Factor



Social Media figures prominently into this equation--

- It is a forum to build your database
- It is a way to grow your database
- It provides an avenue to deliver value without emailing.

Remember, some will open emails. Others will open Facebook. Others will read their snail mail. Your plan must be diversified.

Sphere Components

- Commonality Component
- Relationship Component
- Example: Church
- 500 members
- 50 people that you _____
 - Relationship component
- 450 people that you _____
 - Commonality component
- Why is each important?
 - Some targets are _____
 - Find something in _____



Micro Spheres



- Everyone in your sphere has their own sphere. Reaching their sphere is a major marketing goal.
- Every transaction has a sphere—go deeper! I could present an entire session just on marketing the transaction. For lead-based companies, this makes your leads a renewable resource.

Macro Spheres

- Larger entities have even larger spheres. Think of the sphere of a bank, real estate office or large company. These entities are “gold mines” – if you know how to mine them.
- Example: Board of a bank
- Example: Real estate office





Segmentation—

Not Everyone
Receives The
Same Value

Categories Lead To Segmentation

- Personal Sphere-Friends, Family & Neighbors
- Present & Previous Customers
- Previous Prospects
- Associations
- Vendors
- Coworkers
- Professionals
- Top Referral Sources



Some contacts exist in more than one category
Categorization makes marketing more effective

Personal Sphere



- Most important category
- Friends, family members, neighbors
- Your closest friends and call reluctance:
 - I have heard the “objections”
 - People do business with people they like
- Do they know you as a LO/Realtor or an ***expert? “positioning”***
- How many have heard this: “I just sold”
- **Again—it is not about badgering them—it is about letting them know how to help you and asking for help.**

Previous Customers

*Includes who you served at previous employers
outside this industry*

- Most marketing companies think that this is the “only” category.
- It is important---very important---but not the only one
- Your best customers are the ones that have already bought from you—scoring position
- *But Dave, I don't have time to make those calls:* Two calls per day—is 500 in a year! Puts you in **position** to ask for referrals. Let them know you care.



Previous Prospects



Includes two subcategories – Those you turned down and those who turned you down

- Think—did you lose a deal in the past but gain a referral source? How do you make that more likely?
- Even those who decided to do business with someone else: *Some told you they did—but they did nothing! Why is that?*

**SUCCESS IS NOT
AN ACCIDENT**

Previous Coworkers

Strike Gold With a Rich Vein of Referrals



- When someone leaves the industry, what happens to their sphere?
- I know those who make their living mainly in this category.
- So many have left the industry after the previous recession—this is a huge segment.
- They may leave their license in referral status-or abandon it altogether. Either way—you need to be in position.
- Again, not just in our industry—how about your previous jobs as well? Have you helped someone with their career?

Professionals

- Doctors
- Lawyers
 - Immigration attorneys
 - Bankruptcy attorneys
 - Divorce attorneys
- Accountants
- Financial Planners



Three reasons: Large transactions, large spheres and they know other professionals

Synergy Rule--

Some targets are more effective than others.

Vendors

- People that you & your family buy from: Major synergy rule

From *Maximum Synergy Marketing*
Stop Buying From Those Who Are Not Helping You

- Business and personal vendors
- Those who sell to your targets



Associations

Basic Sales Training Revisited—

Find Something in Common

- Religious, business, academic, hobbies, interests, ethnic, homeowner
- Commonality component
- Largest numbers added to your sphere
- ***A base for advertising: Not major newspapers, but _____ (it is cheaper and more effective).***

I am not against advertising-but want it to be more effective.



Concept #6



- You may think that the number one marketing opportunity is to get referrals from your sphere.
- **It is not!** It is actually the ability to generate referrals to your top referral partners.
- This includes...anyone in business within your sphere.
- I want you to think wider here---not just those directly connected to your transaction(s). Yes, you can look at a transaction and say—do you need a quote on _____. I have someone I work with.
- But this question from the founder of BNI will take you broader.

What other challenges are you facing in your life right now?

Example: Bridal Consultants

Example: Home Improvement Contractors

Coaching

Remember that I will be answering questions at the end of the webinar

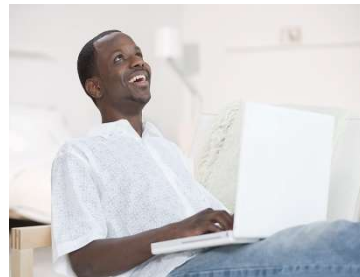


ON ANY TOPIC



Use the panel to submit a question or comment. ***We want to hear what commitments you are making!***

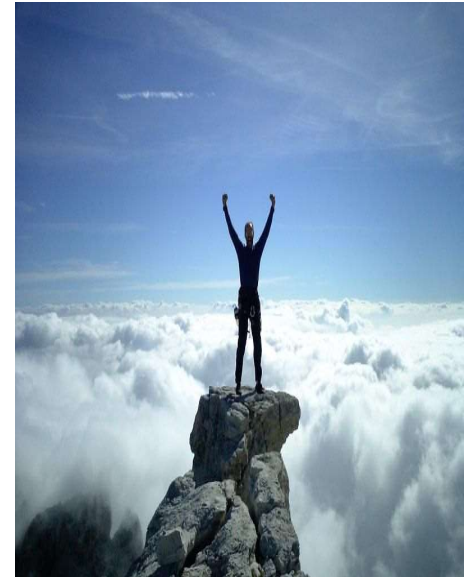




Marketing Plan Steps Two to Four

Step 2: Grow Your Sphere

- Go backwards and forward simultaneously
- Set a goal—one step at a time
 - Go back and identify ____ per day I have lost
 - Go forward and add ____ per day
- Example—5 contacts per day (3 back/2 forward)
 - 1,200 per year
 - 12,000 in ten years
 - How many have 12,000 in their database?



*All journeys start with the first step—
and they are finished by taking
one step at a time*

Growing Actions

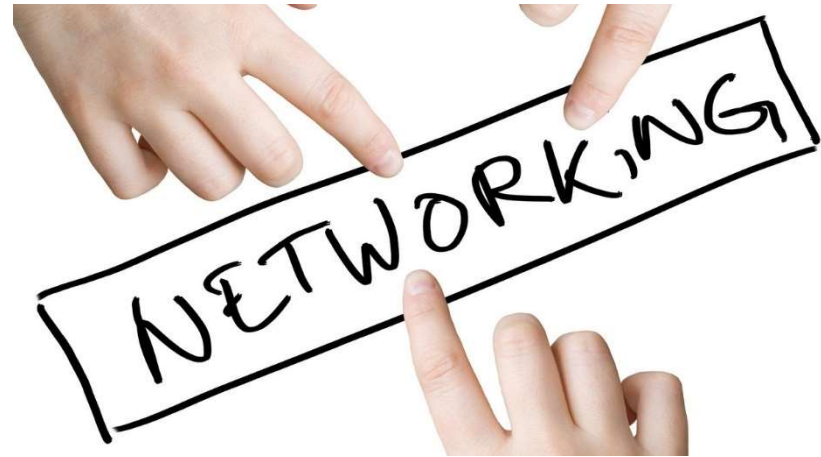
*Specific marketing actions to grow your sphere—
You must select 2 to 5 and commit to consistency*

- Advertising (again, within your sphere)
- Social media
- Seminars and public events
- Networking groups – including social media networking
- Don't just join Associations—an expert leads



Network Within Your Sphere

- Transactional Networking—reach other service providers within the transaction
- Sphere Networking—you can reach as many real estate agents, financial planners and CPAs as you would like. Just ask!
- Example: Neighbor
- Example: Assistant



Step 3: Prioritize Your Sphere

- Prioritization is a most important term --- Why?.....Effectiveness!
- You can't have lunch with 3,000
- Some targets are more important than others
- Don't delete contacts—deprioritize them.

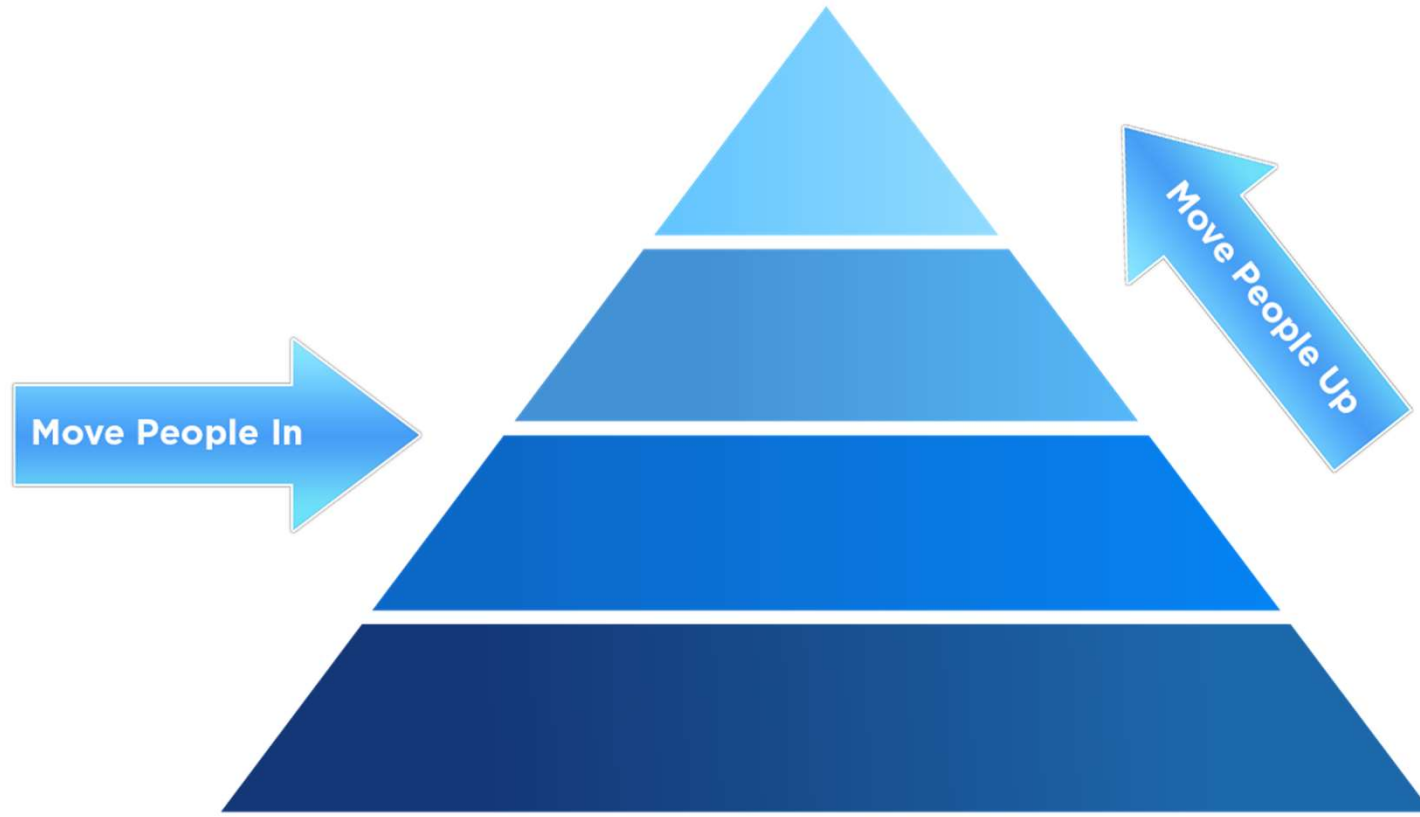


Example: Move out of state

- Your sphere will resemble a pyramid
 - Goal number one—move people into the sphere
 - Goal number two—move people up in priority within the sphere

The Pyramid

This summarizes the entire plan



Step 4: Provide Value To 100%

- Here is where **positioning** comes in...are you the go-to-person?
- Normal year? 5% are buying. What about the other 95%? You need to continuously provide value. Getting partners involved will do that. For example, Insurance check-up.
- Typical consumer takes two years from conception to purchase.
- How are you staying with them?

***Position yourself as the expert
not just a loan officer or real estate agent***

***Remember-value is what they are interested in
not what you are interested in***

Ultimate Value Solution

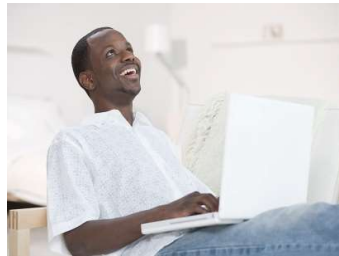
- Are you interested in serving your top referral sources? They are usually in business themselves!
- What do they need most?
- Two words: More Customers
- If you could deliver this message--this seminar--in a group or one-on-one, you would never be at a loss for referral business...

The flood doors have opened up and I have been swamped. One thing I have been doing is teaching your class on Building Your Sphere of Influence and it has been the most talked about class in the company.

Eric Fishman

What if you became the EXPERT in today's topic? How does that change the equation?

AND IT'S FREE!



Bringing It
Home—
Make A
Commitment



Watch For This Report From Your Loan Officer

REAL ESTATE REPORT

May 19, 2009

ECONOMIC COMMENTARY



Has the market gotten ahead of itself?

The stock market has rallied for over two months, oil prices have risen and long-term rates have gone up as well. It is not surprising that the markets have paused to take a breather. Yes, the reports were fairly negative this past week with higher jobless claims and slower than expected retail sales. Even the good news, slow consumer inflation, is indicative of a slower economy. But the markets have been reacting positively through a lot of negative economic news. Why pause now?

It would not be out of the question to view this period as a breather or period of consolidation. The markets are not likely to turn back down unless there are some really surprising negative statistics. We don't rule that out. For now, the breather and lower rates are a great opportunity for homeowners and consumers to take advantage of what might be the last chance to obtain the lowest rates of our generation. At this point rates on home loans have stayed steady despite higher rates on Treasuries and that can't last forever.

WEEKLY INTEREST RATE OVERVIEW



The Markets: Rates on home loans were fairly stable last week. Freddie Mac announced that for the week ending May 14, 30-year fixed rates averaged 4.88%, up slightly from 4.84% the week before. The average for 15-year rose slightly to 4.52%. Adjustables were lower with the average for one-year adjustables decreasing slightly to 4.71% and five-year adjustables falling to 4.62%. A year ago 30-year fixed rates were at 6.01%. "Fixed-rate mortgages were little changed this week following the release of April's employment figures," said Frank Nothaft, Freddie Mac vice president and chief economist. "The economy lost 539,000 jobs, less than the monthly job loss of the past five months, and the unemployment rate rose to 8.9 percent. Adjustables, however, fell slightly over the period. Relatively low house prices and rates are clearly helping first-time homebuyers. Housing affordability for the median first-time buyer reached an all-time record high in the first quarter since the NAR index began in 1981. Consequently, first-time homebuyers accounted for half of existing home sales in the first three months of this year, the NAR reported."



ORIGINATIONPRO™
Smart Tools for Mortgage Professionals

Dave Hershman, CMC
The Hershman Group
PO Box 932
Centreville, VA, 20122
davehershman@verizon.net
(111) 222 - 3333
(222) 333 - 4444

OriginationPro Mortgage Company is dedicated to bringing the American Dream of Home Ownership to our clients.

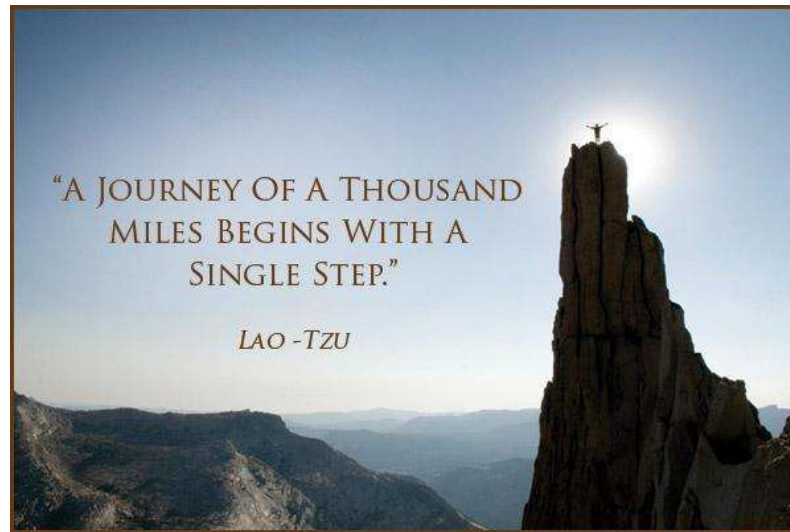
We provide a variety of competitively priced mortgage products and services that are designed to help you achieve your financial goals.

As the experts in the world of real estate finance, we can help you achieve your goals with less stress, making your American Dreams Come True!

[Calculate a mortgage payment](#)
[Compare the cost of owning versus renting](#)
[Lower your payments through debt consolidation](#)

Current Indices For Adjustable Rate Mortgages

Making Your Goals a Reality



- All journeys start with the first step.
- Add a certain amount of names per day.
- It takes discipline. How long have you been promising yourself?
- The results will be worth it – you will be building a resource that will last a lifetime.

What Are You Going To Do...

....In Order to Grow or Add More Value to Your Sphere?

Maximum One to Three...

1. _____
2. _____
3. _____

- To change your results, you have to take action
- To take action, you need to have a plan and make a commitment
- Commitments must be public.

1-800-581-5678

Success@hershgroup.com

www.originationpro.com



What we covered today...

- Serve more of your sphere
—not a small segment
- Set up a marketing plan base upon your sphere
- Positioning yourself as the expert advisor
- **MORE REFERRALS!**

**Now coaching—Q&A on
any topic**



**Are you
ready to
jump in
the water?**